

Message Text

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PAGE 01 ROME 03501 041756 Z

71

ACTION EUR-25

INFO OCT-01 IO-12 ADP-00 AGR-20 CEA-02 CIAE-00 COME-00

DODE-00 EB-11 FRB-02 H-02 INR-10 INT-08 L-03 LAB-06

NSAE-00 NSC-10 PA-03 RSC-01 AID-20 CIEP-02 SS-15

STR-08 TAR-02 TRSE-00 USIA-12 PRS-01 OMB-01 RSR-01

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R 041735 Z MAY 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 8479

INFO USMISSION BRUSSELS

USMISSION GENEVA

USMISSION OECD PARIS

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E. O. 11652: N/ A

TAGS: EAGR, IT

SUBJECT: ITALIAN CITRUS; US AND EC

STATE PASS AGRICULTURE

FROM AGATT

1. DISCUSSING POSSIBLE COOPERATION BETWEEN US AND ITALIAN CITRUS INTERESTS, MCMILLAN, BURMAN AND AGATT WERE INFORMED ABOUT POSSIBLE REGULATION BY EC TO ABOLISH PRESENT PREFERENCES ON CITRUS ALTOGETHER AND ALLOW ITALY TO PROTECT ITS CITRUS INTERESTS VIA STRINGENT PHYTOSANITARY REGULATIONS THUS KEEPING FOREIGN CITRUS OUT OF ITALY WHILE BENEFITTING FROM EC EXPORT PREMIUMS TO MARKET ITALIAN CITRUS WITHIN AND OUTSIDE COMMUNITY.

2. OUR ITALIAN (SICILIAN) SPOKESMEN MEANWHILE EXPRESSED INTEREST IN US TECHNICAL ASSISTANCE AND IN BLENDING ITALIAN WITH US ORANGE
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PAGE 02 ROME 03501 041756 Z

JUICE AND COMBINED JUICE MARKETING. WE WERE INFORMED ABOUT A POSSIBLE FUTURE CAP ON JUICES AND HOW WE MIGHT BENEFIT FROM SUBSIDY OF 30 LIRE/ KILO TO ITALIAN JUICE PRODUCERS TO MAKE THEIR PRODUCT COMPETITIVE. WE STATED THAT BASIS FOR ANY COOPERATION WITH US CITRUS INTERESTS SHOULD BE OPENING ITALIAN MARKET DURING PERIOD JULY- NOVEMBER FOR VALENCIAS.

3. US MAY ACTUALLY BENEFIT MORE FROM ABOLISHMENT PRESENT MEDITERRANEAN PREFERENCES AND FORGET ABOUT ITALIAN MARKET WHILE REAPING FRUIT OF SALES IN NORTHERN EUROPE.

4. EC INTENDED PROPOSAL, IF TRUE SMELLS LIKE ANOTHER PAYOFF TO ITALY TO SECURE ITS COOPERATION IN OTHER EC SECTORS. WE WOULD APPRECIATE USMISSION' S BRUSSELS OPINION ON SUBJECT.

5. NO PROTECTION CAN IN THE LONG RUN HELP ITALY' S CITRUS INDUSTRY WHICH BASICALLY SUFFERS FROM LACK OF QUALITY AND BAD MARKETING. IT NEEDS ABOVE ALL RESTRUCTURING OF ITS LEADERS AND BETTER TREES AND MARKETING OF QUALITY PRODUCTS.

6. FOR EARLIER AND SOMEWHAT DIFFERENT FONMINISTRY COMMENTS RE EC MEDITERRANEAN PREFERENCES ON CITRUS AND ITALY, SEE PARA 3 ROME 2971 APRIL 13. VOLPE

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*** Current Classification *** LIMITED OFFICIAL USE

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